

State Of Hawaii
DEPARTMENT OF LAND AND NATURAL RESOURCES
Division of State Parks
Honolulu, Hawaii

May 13, 2010

Board of Land and Natural Resources
State of Hawaii
Honolulu, Hawaii

SUBJECT: Request for a Special Use Permit from the World Triathlon Corporation to Use the Hapuna Beach State Recreation Area in South Kohala, Hawaii, for the 2010 Rohto Ironman 70.3 Hawaii

By correspondence dated December 4, 2009 (Exhibit A), Ms. Diana Bertsch, Event Director for the Ford Ironman World Championship and the Ironman 70.3 Hawaii Triathlon, is requesting that the swim portion and the swim to bike transition area of the 2010 Rohto Ironman 70.3 Hawaii (Event) be staged at the Hapuna Beach State Recreation Area (Hapuna SRA). The Event is an official Ironman qualifying race and is scheduled for Saturday, June 5, 2010.

The successful inaugural 2004 Event, an Olympic Distance Qualifier (1.5 km swim, 40 km bike, 10 km run), attracted 300 participants from the State of Hawaii. Thirty-five (35) Big Islanders and twenty (20) other Hawaii residents qualified for and participated in the Ironman Triathlon World Championships held in Kona on October 16, 2004.

The 2005 Event was extended to a half Ironman (1.2 mile swim, 56 mile bike and a 13.1 mile run - 70.3 total miles) in distance and had an international field. The 2005 Event had a field of over 1,000 participants vying for 85 (35 Big Island, 20 other Hawaii residents, 30 international) qualifying slots for the 2005 Ford Ironman World Championship which was held on October 15, 2005.

The 2006 Event, re-named the Ford Ironman 70.3 Honu, also attracted an international field. The participants vied for 85 qualifying slots for the 2006 Ford Ironman World Championship held on October 21, 2006.

The 2007 Event, the Ford Ironman 70.3 Hawaii, attracted an international field from over 16 countries. The participants vied for 79 qualifying slots for the 2007 Ford Ironman World Championship held in Kona on October 13, 2007 as well as 50 slots for the 2007 Ford Ironman 70.3 World Championship held in Clearwater, Florida.

ITEM E-1

The 2008 Event, the Ironman 70.3 Hawaii also attracted an international field of athletes representing 31 countries. The athletes vied for 79 qualifying slots for the 2008 Ford Ironman World Championship scheduled for October 11, 2008 in Kona and 50 slots for the 2008 Ironman 70.3 World Championship which was held in Clearwater, Florida.

Because of new sponsorship, the name has been changed to the Rohto Ironman 70.3 Hawaii. This year the Rohto Ironman 70.3 Hawaii will be an official qualifying race for not only the Ford Ironman World Championship held each year in Kailua-Kona, Hawaii, but also the Foster Grant Ironman World Championship 70.3 that is held in Clearwater, Florida.

The 2010 Event will also attract an international field of athletes from various countries including Australia, Canada, Korea, Brazil, Taiwan, Germany, Spain, Great Britain, Guatemala and the United States. Participation will be limited to 1600 athletes.

The 2010 Event is more than a race; it has become an opportunity for families to come to the Big Island for a family vacation. To date, the host hotel, The Fairmont Orchid, Hawaii, has booked athletes and their guests for up to 12 nights in their hotel with over 1100 room nights total.

The schedule for the 2010 Event is as follows:

1. Equipment, supplies, etc., will be transported to the Hapuna SRA beginning Thursday, June 3, 2010;
2. The transition area set-up and the swim course set-up will begin Friday morning and continue into the evening;
3. The land course will be set up late Friday afternoon into the evening;
4. Licensed security guards and security lighting will be on site overnight to protect against theft, mischief and vandalism;
5. The 1000+ participants and a host of volunteers will gather pre-dawn for numbering, etc.;
6. The race will begin at 7:00 a.m.;
7. The swim race should be completed about 8:30 a.m.;

8. The bike racks, course markings, signage, etc., will be removed from the Hapuna SRA at the conclusion of the swim race.

State Parks staff and the Event volunteers will be available to assist the public, especially the physically challenged, who require assistance to access the beach and/or picnic areas.

The submittal was transmitted to the Office of Hawaiian Affairs for their perusal. No comments were received.

Staff is recommending approval of the issuance of the Special Use Permit to the World Triathlon Corporation for the 2010 Ironman 70.3 Hawaii scheduled for June 5, 2010. Staff is also recommending that the Chairperson or her representative be authorized to negotiate certain terms and conditions of the Special Use Permit, which shall include, but not be limited to, on-site security, overnight security, maintenance and monitoring of area in use, hours and days of use, traffic control, clean-up and repair at the conclusion of the race.

RECOMMENDATION:

That the Board approve the issuance of a Special Use Permit to the World Triathlon Corporation (Permittee) to utilize the Hapuna Beach State Recreation Area (Hapuna SRA) for the 2010 Ironman 70.3 Hawaii subject to the following conditions:

1. Permittee, its officers, agents, employees, volunteers, consultants, contractors, and/or persons acting for, or on its behalf, shall at all times with respect to the Hapuna SRA; a) use due care for public safety; b) agrees to release the State of Hawaii from any claims which Permittee might have against the State of Hawaii arising out of Permittee's occupation or use of the Hapuna SRA; and c) shall be responsible for its own acts;
2. The Permittee shall procure and maintain, at its own cost and expense, in full force and effect throughout the term of this Special Use Permit, commercial general liability insurance, in an amount of at least \$1,000,000.00 per occurrence and \$2,000,000.00 aggregate, with an insurance company or companies licensed to do business in the State of Hawaii. The policy or policies of insurance shall name the State of Hawaii as an additional insured. The insurance shall cover the entire Hapuna SRA, including all grounds, buildings and all roadways or sidewalks on or adjacent to the Hapuna SRA in the use or control of the Permittee;

3. The Permittee shall pay a rental fee of one hundred dollars (\$100.00) per day for the Pre-Event setup, the Event and the Post-Event breakdown and cleanup and for any State staff time that is required;
4. The Chairperson or her representative is authorized to negotiate all other terms and conditions of the Special Use Permit.

Respectfully submitted,



Daniel S. Quinn
State Parks Administrator

APPROVED FOR SUBMITTAL:



LAURA H. THIELEN, Chairperson

09-341

DIV OF STATE
HILO, HI
2009 DEC 11 P 1:2

December 4, 2009

VIA FACSIMILE - 808-974-6222

Hawaii Parks District Superintendent
Department of Land and Natural Resources, Division of State Parks
PO Box 936
Hilo, HI 96721-0936

Aloha,

World Triathlon Corporation respectfully requests the use of Hapuna Beach State Park for the swim and transition portion of the 2010 Ironman 70.3 Hawaii, a qualifying race for the Ford Ironman World Championship.

The 2010 Ironman 70.3 Hawaii is scheduled for Saturday, June 5th from 7:00 a.m. to 3:30 p.m. We request your permission for the use of Hapuna Beach State Park from Thursday, June 3rd to Saturday, June 5th, 2010.

As in years past, the Ironman 70.3 Hawaii is an international race with athletes participating from countries such as Australia, Canada, Korea, Brazil, Taiwan, Germany, Spain, Great Britain, Guatemala and the U.S.A.

The 2009 Ironman 70.3 Hawaii was a tremendous success and we look forward to continuing our partnership with the state in 2010. The beauty of Hawai'i Island and the use of the Ford Ironman World Championship course creates a high level of enthusiasm for participants around the world.

I would like to proceed with the planning process for next year's event and value the opportunity of working with you again.

Respectfully,

Diana Bertsch
Event Director
Ironman 70.3 Hawaii

EXHIBIT A

dt



**World Triathlon Corporation
Rohto Ironman 70.3 Hawaii – Honu Triathlon**

OBJECTIVE:

To continue the successful production of a triathlon-sporting event that capitalizes on the beauty of the Kohala Coast and the Big Island by appealing to the growing tourism market of the health and sports enthusiast.

STRATEGY:

Build partnerships within the community, while combining the elements of a premier venue, top event management team and an intimate association with the Ford Ironman World Championship, by holding an annual event; the inaugural event was hosted in 2004. The Honu Triathlon was introduced as an Olympic Distance Qualifier for Big Island and Hawaii State athletes in 2004.

In 2010, it is an International qualifying race hosting 72 qualifying slots for state of Hawaii athletes as well as athletes from around the world for the Ford Ironman World Championship in Kailua-Kona, Hawaii, as well as 50 slots for the Foster Grant Ironman World Championship 70.3 in Clearwater, Florida.

VISION:

To continue to progressively promote, develop and nurture this event to world-renowned status as a 70.3 (1.2 mile swim / 56 mile bike / 13.1 mile run) distance Ironman event, incorporating worldwide media coverage through television, print media and live Internet outlets. To attract between 1600 national and international athletes to the Kohala Coast and Hawaii's Big Island during a slow visitor period (late May to early June).

MANAGEMENT:

World Triathlon Corporation is responsible for the management of the Rohto Ironman 70.3 Hawaii. This event will be organized by the Kona based office, which manages the event logistics for the Ford Ironman World Championship each October. For History regarding the Ironman, see Attachment A.

QUALIFYING RACES:

Each year over 70 thousand athletes attempt to gain entry into the Ford Ironman World Championship by earning a qualifying slot at one of the 29 worldwide qualifying events - open to citizens of all countries - held throughout the year.

These slots are coveted not only by the athletes but also by the qualifying races that retain these slots. Every year Ironman is approached by various Event Organizers requesting the right to organize an Ironman qualifying event as the benefits for the local community are significant.

Qualifying races vary in length, ranging from half-Ironman (1.2-mile swim, 56-mile bike, 13.1-mile run) to full Ironman distance (2.4-mile swim, 112-mile bike, 26.2-mile run). Each event awards Ford Ironman World Championship race slots to its top age-group finishers, with some races also awarding professional qualifying spots.

EVENT:

Name: Rohto Ironman 70.3, Hawaii

Date: June 5, 2010

new name?



~~The inaugural event, The Honu Triathlon, was held in 2004. The now Rohto Ironman 70.3 Hawaii is one of World Triathlon Corporation's qualifying races for the World Championship in October.~~

Honu Triathlon Race Day Blessing

In 2004 the event was designed to offer the athletes of the State of Hawaii a premier race as their qualifier. Since 2005 it has grown to an international event keeping the commitment to the Hawaii state athletes by allocating 44 slots to athletes that meet residency requirements in the state of Hawaii for 20.

As a "State Athlete," slots are allocated and specifically awarded to athletes that are residents of the State of Hawaii to qualify for the World Championship.

This year the Rohto Ironman 70.3 Hawaii will be an official qualifying race for not only the Ford Ironman World Championship held each year in Kailua-Kona, Hawaii but also the Foster Grant Ironman World Championship 70.3 that is held in Clearwater, Florida.

Economic Impact

Participation for the 2010 Rohto Ironman 70.3 Hawaii Triathlon will be limited to 1,600 athletes. The event has become an international qualifying event, encouraging participation from around the world. There are athletes currently registered from over 27 countries including, Australia, Belgium, Bermuda, Brazil, Canada, Chile, China, Denmark, France, Germany, Great Britain, Guatemala, Hong Kong, India, Ireland, Japan, Luxembourg, Mexico, Netherlands, Panama, Philippines, Puerto Rico, Portugal, Singapore, Switzerland, Taiwan and the United States.

The event in 2010 is more than a race; it has become an opportunity for families to come to the Big Island for a family vacation. To date the host hotel, The Fairmont Orchid, Hawaii has booked athletes and their guests for up to 12 nights in their hotel with over 1100 room nights total. The Fairmont Orchid, Hawaii is excited about the potential the event has given the hotel in an otherwise slow period.



The Rohto Ironman 70.3 Hawaii has established strong partnerships over the years with top businesses on the Big Island, state wide, nationally and even globally.

Guy Hagl – Master of Ceremonies

Location

The Big Island's Kohala Coast is the premier location to embrace the Rohto Ironman 70.3 Hawaii. The Fairmont Orchid, Hawaii is the Host Resort and the partnership has proven to be successful for both the Fairmont Orchid, Hawaii and World Triathlon Corporation.

Date

~~The 2010 event is scheduled to take place on Saturday, June 5th. The 2010 date is scheduled around a~~ time that is typically slow on the Kohala Coast with the goal being to increase visitors to the Big Island.

Course

The 2010 event is 70.3 miles or half the Ironman distance race: 1.2 Mile Swim, 56 Mile Bike and 13.1 Mile Run. The swim is to take place at Hapuna Beach followed by the bike along the Kohala Coast, ending at The Fairmont Orchid, Hawaii. The run course takes place on the grounds at The Fairmont Orchid, Hawaii with the Finish Line ending at Honu (turtle) Point at The Fairmont Orchid, Hawaii.

Summary

It is difficult to describe the phenomenon that is Ironman and the latest 70.3 series. The athletes often say it with great confidence that the Aloha Spirit of the Big Island is what makes the Ford Ironman World Championship such a coveted event. In efforts to get to the starting line in Kona, athletes compete in qualifying events around the world. Their goal is having a chance to experience the mystique of Ironman. The Rohto Ironman 70.3 Hawaii offers this same magic while also giving athletes the opportunity to qualify for the World Championship. The economic impact of this event can be felt island-wide, however a significant majority of the dollars infused directly impact the Kohala Coast.



Attachment A

HISTORY:

Ironman World Championship

October 11, 2008 marked the 30th Anniversary of the Ford Ironman World Championship. In 1978 the first Ironman Triathlon was held on Oahu, it consisted of a 2.4-mile ocean swim, 112-mile bike ride and a 26.2-mile run. In 1981, Ironman moved to the Big Island and has grown into one of the greatest endurance events in sports and has become a world-class event. The Ironman Triathlon proves "Anything is Possible," through ordinary people achieving extraordinary events.

Ironman and the Big Island

Ironman has become an entity that is perceived in many different ways; however for the Volunteer, Athlete or Spectator that has become involved it has become more than just a race - it is part of the community. Ironman is not just a race it is a "test of mind, body and spirit for everyone involved." There is a magical feeling of Aloha and Ohana that takes place each October. Words could never describe the power of the passion of the Big Island Community; it is this incomparable spirit that makes Ironman possible each October.

Economic Impact

The Ford Ironman World Championship brings together more than just the World's top athletes. State officials affirmed that the Ironman Event contributes to more than \$25.9 million in total sales each year. The statistics were based on the influx of 1,800 athletes traveling to Hawaii along with 6,000 athlete supporters, 5,000 volunteers over 4,000 other spectators, 120 in attendance at the medical symposium and 350 media personnel covering the event.

On average, visitors stayed for 8 to 12 days on the Big Island. Triathletes and their supporters tend to stay 30% longer than the average visitor and they also tend to visit other islands, either prior to their stay on the Big Island or after.

Media Coverage

Highlights of the Ironman Triathlon first aired on television in 1980 as part of ABC's *Wide World of Sports*. In 1991, the broadcast was moved to NBC where it became a stand-alone program. The Ironman Triathlon production has won fourteen Emmy awards and has received more than 40 Emmy nominations. The 2009 broadcast marked the 19th consecutive year of NBC captivating viewers with a look at the world's most famous endurance event.

Each year international media travels from all over the world to cover the World Championship. In 2008, approximately 350 media representatives traveled to the Big Island to cover the event sending the Big Island event worldwide.

This past year more than 1 million people logged onto Ironmanlive.com during the October 10th race weekend, making the event the largest single-day sporting event to be streamed over the Internet. Ironmanlive gave viewers around the world the opportunity to view live race day coverage from the 6:45 a.m. cannon start to the midnight finisher.



ATTACHMENT B

ATHLETE'S COMMENTS ON THE ROHTO IRONMAN 70.3 HAWAII

Thanks!

I have raced for 21 years now (6 Ironman Hawaii) and must say you guys did a wonderful job with the race. Being short handed with volunteers and all it was my best Kona experience ever! The run course I hope stays the same since that was such a big part of the race that made it so unique and hard.

Looking forward to being there next year.

Tom Hodge
President Recovox
Tom@recovox.net
www.recovox.net

I am extremely delinquent in sending you this e-mail but I wanted to make sure I wrote to tell you what an awesome job the Ironman staff did in putting on the Honu Half-Ironman. It was the most organized, best run event I have ever participated in. The excitement and camaraderie that filled the event site was evidence of that. Thank you very much to the entire staff for making this one of the absolute highlights of my athletic career! I look forward to competing again next year. Thanks again.

Ken Sersun
Kenneth.sersun@navy.mil

I had a phenomenal time at the Honu race! It was unlike any I had ever participated in, both as a challenge and as a reward. It was grand! The setting was inspiring.

I want to express my deep appreciation to those volunteers who made this race so memorable for me. Since I was among the "late" racers, I know that volunteers had to stay beyond their expected time, in the hot sun, in order to accommodate us. I want them to know how grateful I am at their sacrifice and cheerfulness as I passed by.

My hat is off to everyone at the Honu race.
Jean Wood
Manager, Development and contracts
Minnesota Department of Human Services
Jean.wood@state.mn.us

Dear Honu race team,

Just wanted to drop you a quick note of thanks for organizing a superb Honu Half Ironman Triathlon. It was truly a special race.

Guy Hagi is the best MC – he was fantastic for his local tri knowledge as well as his knowledge of the pro's and Ironman racing generally. Hope Guy is available for next year's race.

Friends whom raced from Australia also have publicly commented that this race was the best organized in their history of triathlon. Well done and keep it up.

Mahalo,
Mark Geoghegan
Honolulu
Mark.geoghegan@verizon.net

I just wanted to say thank you so much for a great race. The course is TOUGH! Your entire staff did a great job at putting on this event. I know how much work is involved and I really appreciate your effort. Keep up the good work.

Hope to see you next year!
Mahalo,
Larry Mackey
Larry-dlane@hawaii.rr.com

Mahalo for your great race! I spoke to many people who just loved it! I certainly appreciated all the slots in my age group which allowed me to squeak in.

Mauna Lani Hotel is awesome supporters and good spirit. The entertainment was a great touch and very nice.

Much mahalo,
Dusty Boyd
konaIronman@aol.com

What a great race. Thank you all for your hard work to make Honu such a wonderful event to be a part of. I hope to race with you at this event for years to come.

Eddie Herd
Db4eddie@msn.com

Feb. 17, 2010 8:51AM

Ironman triathlon 808-326-2131

NO. 2102 P. 8

Congratulations on putting on a great race! Diana did a great job with the organizing and I'm looking forward to October, the volunteers were spectacular and Bike Works did a great job as the official bike store. Well done.

Mike Carder
stockgod@@cox.net

People who have never been to the starting line of an Ironman race really don't know what world class is.

Muchas gracias,
See you again,
J. Ned Miles
Trined30@hotmail.com

I am many weeks late in expressing this *thank you*, and appreciation for the event that you hosted June 5. I enjoyed the race (from wonderful venues, to course volunteers, registration / check-in staff, to post race meal and celebration (even the band was excellent). I have been on the race director side in the past, race volunteer as well, and it is not an easy job. Your group had it well orchestrated. I had been looking forward to the race for over a year when I first saw it announced (with the first year for Hawaii residents only). Please pass on my praise to the race directors, planners, and every helper. I thanked as many as I could as I raced through the course. I loved being able to run on turf (golf course), better on the legs.

Tom Siekmann
Golden Door Special Ops Director
Carlsbad, CA
Tsiekmann@goldendoor.com

This was the best organized race I ever participated in.
Thank you for a great race. I have recommended it to everyone I have spoken to.

Jacco van der kooij
Director, Sales Americas
Skystream
jacco@skystream.com

Aloha to all at the Ironman race office. I wanted to say a big mahalo to everyone who was involved with the race. Honu was the best race I've ever done. The entire process was professional and fun. The volunteers were the best. I will definitely be back next year and tell all of my friends in the tri community about this race.

Aloha
Maureen Dombeck
mdombeck@tribune.com

Aloha and thank you so much for putting on another great event. I really appreciate the amount of effort and energy you all put into Honu! I certainly can't say thank you enough. I'm a member of TriMoving here on Oahu and can honestly say the race is something we all look forward to each year....thank you for bringing it to life!

Take care,
Kelley Hupp
kelhupp@yahoo.com

It was a ton of fun for my first triathlon. I'm inspired to get a tri bike now!

The Coffee Partners Hawaii was luxurious, the Bike Works folks were wonderful, the Friday Swim with the Pros and Dinner with the Pros were great, the volunteers were fantastic and the Hula Girls were adorable.

The Honu Half was so professional and well put-together. I'm doing the Medical Aid at Western States 100, and I got a lot of good ideas from the Honu folks.

Kerry Sullivan Nino
Kerry.sullivan@kp.org

Just wanted to let you know what a great race we had Sunday!!! I especially want to recognize ALL the volunteers, from race registration to finish line...they are truly the best!!! I look forward to next year !!!

Thanks again for a great race!!
Michele Bond
bondmm@webtv.net

Thank you for a great race, the volunteers in Hawaii are the best. I was even luck enough to have one braid my hair race morning!

I look forward to racing here again.

MariJane Maples
Mjmaples@verizon.net

The race was very well run for a first year half Ironman, on par with any I have done. The swim was particularly excellent, with some of the clearest water possible. I look forward with great anticipation to my first Hawaii Ironman experience, something I have looked forward to since I started triathlon.

Thank you once again for all the help shown to me. See you in October!

Yours Sincerely,
Renaud Herington
renherington@netscape.net

Feb. 17. 2010 8:52AM

Ironman Triathlon 808-326-2131

No. 5162 P. 10

I completed the Half In Honu Saturday in 8:18:40 and it was far and away the biggest athletic achievement of my life. Tops the State Championships in wrestling, the All-American Honors in wrestling in college, and the Heavyweight Championship I won in the Full Contact Fighting Federation -- (Ultimate Fighting). It not only tops those achievements but they are not even close seconds.

I registered Friday afternoon and was amazed by just what an incredible event I was entering. The volunteers were more than great -- they treated me like family -- not just a few but everyone, and not just during the event but before and after. The organizers did a spectacular job -- wow -- and only your third year -- that was the best prepared event I have ever been a part of.

Joel Surprenant
The Oregon Golf Club
joelnjenn@commcast.net

At times I have found myself almost feeling guilty for being so pampered as we athletes truly are fortunate to have race directors, race team members, officials and volunteers so ready to help us reach our goals and dreams. In fact, Honu was a perfect example of being "pampered." From registration to the banquet I felt so welcomed.

Another point I would like to mention is just how impressive it was to watch the Resort Staff in action. I work at a major hotel in Waikiki and therefore have an idea of how many departments and personnel were involved in making the event and the days leading up to it go smoothly. Let's just say, not a simple task! The staff truly gave the utmost in service and hospitality.

Kelley Hupp
HuppK@HaleKoa.com

I would like to extend my congratulations to you and your talented group of individual's once again for an outstanding Honu race on June 3, 2006. I have been a participant since day one and every year since I've been amazed at how the race has grown and matured in such a short period. The world class Honu race will only begin to expand and flourish with guidance and detail oriented crew you have collected to make it what it is today. I can only imagine what the future of the race holds for all of us on the island. I truly enjoyed my race and look forward to many more exciting races on the island.

Wm. Patrick McLain Jr.

I have raced all over the world and Honu is hands down my favorite race! Thanks for giving everyone the opportunity to have a great day!

Paige Dunn
Excel Sports Group
paige@excelsportsgroup.com

Feb. 17. 2010 8:52AM

Ironman Triathlon 808-320-2131

NO. 2102 P. 11

Thank you for the excellent race at Honu this past weekend. Superb production, fantastic venue, and you had wonderful, wonderful volunteers (I can't say thanks to them enough). The event has improved each year. I'm too tired to write much but just wanted to say thanks.

Ed Price

eprice@queens.org

The partnerships the organizing committee has formed are clearly strong, as evidenced in how well run and supported the event is, and I say that having just done the Boston Marathon in April. This race does not feel "new" – there is a competence and confidence projected by the organization that conveys that this is a professionally run and world class event – already.

Mike Walker

mwalker@punahou.edu